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FINALIST 2013 B2B AWARDS

See it. Control it. Protect it. With Kaspersky, now you can.

Category number: **18**

Category name: **Best International Audience Campaign**

Campaign name: **See it. Control it. Protect it. With Kaspersky, now you can.**

Agency: **Earnest**

Client: **Kaspersky Lab**

Campaign URL or microsite: **kaspersky.com/business**

Word count: **982**

Confidentiality: **All financial information is confidential**

Kaspersky Lab

Summary

Word count: 173

Shaking up a global market, and engaging hearts and minds

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Let's say you're the person in charge of keeping your business safe and secure. Your data goes AWOL, it's your neck on the line.

But the thing is, protecting your business is getting tougher than ever. More threats. New ways of working. New technologies. Mobile and BYOD. It's a constant juggling act. And you can't afford to drop the ball.

Fortunately, the clever people at Kaspersky Lab decided to make life that little easier. Enter Kaspersky Endpoint Security for Business (KESB) – a single security platform that's got all the bases covered. Anti-malware? Systems Management? Data Encryption? Mobile devices? Quite simply, with Kaspersky, now you can.

So how do you launch this revolutionary new solution to the folk who need to know around the world, building awareness and importantly, driving sales?

Think 40 countries, 18 languages, hundreds of localised campaign assets – all to be delivered in record time to arm regional marketers and channel partners across the world.

This is the story of the biggest global product launch and campaign in Kaspersky's B2B history.



The campaign in numbers:

40 countries

18 languages

55,000 BANT qualified leads

14k opportunities

www.kaspersky.com/business

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About the client

Kaspersky Lab is the world's largest privately held vendor of endpoint protection solutions – operating in almost 200 countries across the globe.

But, it's still a 'challenger brand' in B2B – with the bulk of its market presence and marketing historically being in the consumer space.

This was about to change.

Strategy – from a product launch, to a global point of view

Global campaigns and product launches are notoriously hard.

- How do you get all the regional marketing teams on board?
- How do you deliver consistency, but allow for local market nuances?
- How do you manage 'efficient delivery' while maintaining standout creative and impact?

To solve this, we had:

- A strong, strategic/creative idea that would resonate internationally
- A robust process for planning and delivery: with central global campaign development and then ensuring local regional execution

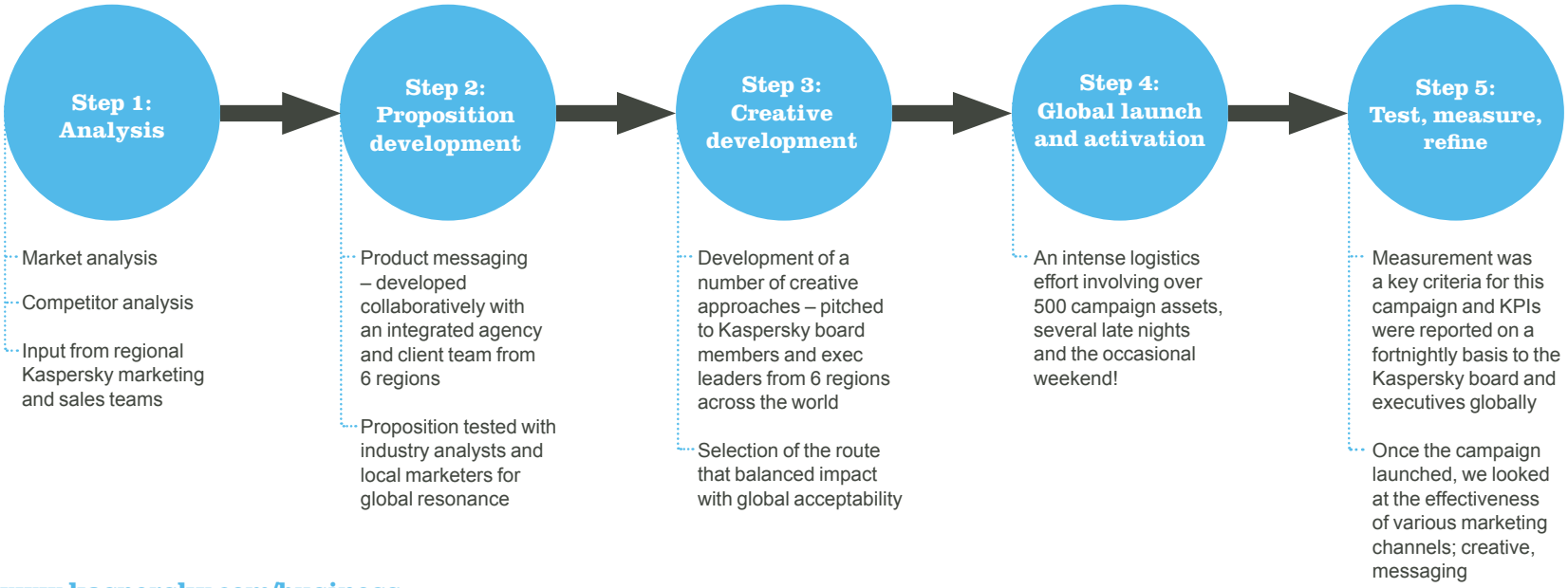
Objectives of the campaign

Whilst this was first and foremost a global demand generation campaign, we felt that something bigger and more long-term was at stake: the awareness positioning of Kaspersky as a serious player in business IT security.

Key objectives were:

- Launch campaign: create a successful campaign executed on time, across all target regions
- Lead generation: B.A.N.T. qualified leads and pipeline business – from direct AND channel partners
- Awareness: to reach and engage the target audience in key regions (North America, Asia-Pac, EMEA, Russia, Japan and Emerging Markets).

The global campaign delivery process



Target audience

We were primarily looking to target the decision-maker responsible for IT security – however, we identified that who this is would vary across the world.

We built a global and regional segmentation model considering:

- Size of organisation
- Technical maturity of the organisation
- Business decision-maker vs IT decision-maker split
- Channel preference: the best marketing tactics to reach them

Personas were built for each segment in each market. Not an easy task but critical to then informing our core messaging, the types of content required and communications strategy.

Getting on the road – winning hearts and minds at Kaspersky

Global campaigns often fail, not because the target customer isn't engaged, but because the internal target audience (the regional marketing and sales teams) isn't engaged.

So internal engagement (not just 'buy in') was a critical part of the campaign plan.

- Face to face roadshows in over 10 countries across the world (North America, Russia, APAC, Japan, France, Germany, UK, Italy and so on)
- Webinars and weekly calls with the regional heads of sales/marketing in the 6 months prior to launch

> **The entire launch was very well prepared and structured. Communication was clear, complete and early. They are great campaign visuals with very good tagline (See it. Control it. Protect it) – clear and strong. Good campaign assets (i.e. KL TV, IDC, internal whitepaper). Finally, positive teamwork between Global/ EMEA Marketing, local Marketing and Digital Marketing.**
>
> **Melanie Ekhert**
> Senior Corporate Marketing Manager, DACH, Marketing



Launch roadshows to the sales & marketing teams



Internal office branding

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Campaign tactics

Multi-lingual campaign landing pages and a revamped .com/business section of Kaspersky's main site, now in 18 languages.

Outbound direct marketing: on and offline direct campaign targeting both prospects, and Kaspersky's existing customer base.

Events: the campaign supported all regional events programmes – from the large industry events (CeBIT, InfoSec) to local breakfast briefings and seminars. And of course the launch at the Kaspersky Cyber-Security Summit in New York.

Content: the campaign had high value content as a huge part of its focus:

- Live 'KLTV' broadcast through ON24
- infographics,
- animations,
- global research reports,
- white papers,
- technical product collateral,
- technical 'how to' videos on the site and YouTube
- practical guides

Social media: co-ordinated social activity carried out on over 20 Kaspersky social media properties (Twitter accounts, YouTube accounts, Slideshare, Vimeo, blogs, Threatpost.com, SecureList.com), plus non-owned social channels such as LinkedIn and industry forums/blogs.

SEO: global search engine marketing, paid and organic.

Awareness activity: PR activity (carried out by Berkeley PR), online ads on flagship IT sites globally, press ads in the IT press.

Analyst briefings

Channel co-marketing: all assets were repurposed for channel partner usage, plus channel engagement roadshows, webinars and sales training held to gain channel buy in and activity.

Note:
Not all tactics were deployed in all regions due to variants in data protection law and audience preference.



Early pitch idea: even for a campaign this size, some ideas were a little too grandiose!

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Timescales of the campaign

Initial campaign planning and research:	4 weeks
Campaign creative:	3 weeks
Refinement:	2 weeks
Rollout of campaign assets:	26th November: allowing 8 weeks for regional localisation
Global PR launch to the press:	Jan 30th 2013
Synchronised global launch:	Jan 31st 2013

Budgets

ALL FINANCIAL RESULTS ARE CONFIDENTIAL

This campaign has been a first for Kaspersky Lab. Never in our history have we done such a large, complex and sophisticated global launch in B2B. It has already had a huge impact on our organisation in terms of sales numbers and it has been wholeheartedly embraced by regional teams across the world.

But beyond this the campaign has really cemented the importance of B2B in what used to be a pre-dominantly B2C organisation. It's no exaggeration to say that this campaign has helped transform our marketing thinking.

Georgina Gilmore
Senior Director,
Global B2B Customer and Partner Marketing
Kaspersky Lab

Our marketing team has provided us with a great campaign and some fantastic content that really helps a sales conversation in front of customers.

VP, Channel Sales, EMEA
Kaspersky Lab

Offline Ads

Creative Execution



International



Pull-Up Banners



UK



Hungary Partner Branded

Content

Whitepapers



IT Security Mobile & BYOD Legal Compliance



France Russia Germany Spain Italy

Best Practice Guides



Mail and Web Encryption Systems Management Mobile Security

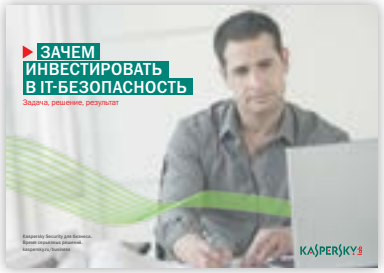


The Netherlands Germany France Italy

Build Your IT Security Business Case Report



UK



Russia



France



Italy

Content

Kaspersky TV Live Broadcast



Product Presentations



Saudi Arabia



UK

Infographics



UK



Russia

Product Launch Introduction Video



France

Spain

Italy

Russia

Award-winning Animated Films



Microsites

Promoting Campaign/Product



China
http://www.kaspersky.com.cn/



Italy
http://www.kaspersky.com/it/



Romania
http://www.kaspersky.ro/



Peru
http://latam.kaspersky.com/pe

Promoting Premium Content and Live TV Broadcast



Saudi Arabia
http://me.kaspersky.com/business-security



Germany
http://www.kaspersky.com/de/business-security



Russia
http://www.kaspersky.ru/business-security



Turkey
http://www.kaspersky.com.tr/business-security

Social Media

Blog



UK
http://eugene.kaspersky.com/



Russia
http://eugene.kaspersky.ru/



Spain
http://eugene.kaspersky.es/

Social Networks



Weibo: Chinese Social Media Site
http://e.weibo.com/kasperskylab



Facebook: Turkey
https://www.facebook.com/KasperskyTR



Twitter: Latin America
https://twitter.com/KasperskyLatino



Facebook: Eugene Kaspersky
https://www.facebook.com/EugeneKaspersky



Viadeo: French Social Network
http://fr.viadeo.com/fr/groups/?containerId
=002e9sp1ny38lma



XING: German Social Network
https://www.xing.com/companies/kaspersky-
labsgmbh

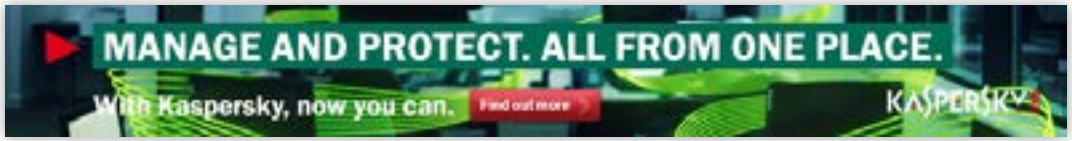
Online Ads















In Situ



Latin America



UK



Latin America

Emails



German Partner Branded



UK Product Launch

Channel Partner/ Reseller Materials



Pull-Up Partner Branding



German Partner Engagement



German Partner Newsletter



Press Ad Partner Branding



Bespoke Partner Portals



Partner Branded Guides

Syndicated Content









iPad App and eBook



Bespoke iPad App for Kaspersky Endpoint Security for Business: Content Promotion



Bespoke iPad App for Kaspersky Endpoint Security for Business: Media Centre



German eBook: Malware Defence